

## **ORDER**



KSNV

Orders	Order / Rev:	104412	
	Alt Order #:	06832077	KSNV
	Product Desc:	HELLER FOR SENATE	Amy McCreary
	Estimate:		BLPHI
	Flight Dates:	09/05/12 - 09/11/12	Sales Region:
	Original Date / Rev:	07/18/12 / 10/01/12	National
	Order Type:	GENERAL	
Agency	Name:	Strategic Media Services, Inc.	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		3299 K St. NW	EOM/EOC
		Washington, DC 20007	15%
Advertiser	Name:	Heller, Dean for U.S. Senate	-Revised
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

## BIII Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/10/12	79	\$42,775.00	\$36,358.75	September 2012	79	\$42,775.00	\$36,358.75	0.00
					Totals	79	\$42,775.00	\$36,358.75	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrary	Atlanta	South	Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$42,775.00
Market	100%	\$147,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,350.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$26,550.00
KTUD	1%	\$1,475.00
KVVU	24%	\$35,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,950.00

Order / Rev: 104412  
Alt.Order #: 06832077  
Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002	0.00	NM	3	\$555.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --WTF-- 3 \$185.00 0.00														
E 2	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/WagM	5-6a		M-----	:30	2	\$185.002	0.00	NM	2	\$370.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 09/16/12 M----- 2 \$185.00 0.00														
E 3	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	2	\$450.002	0.00	NM	2	\$900.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 09/16/12 M----- 2 \$450.00 0.00														
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	3	\$450.002	0.00	NM	3	\$1,350.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --WTF-- 3 \$450.00 0.00														
E 5	KSNV	09/05/12	09/07/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002	0.00	NM	3	\$1,650.00
<b>TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --WTF-- 3 \$550.00 0.00														
E 6	KSNV	09/10/12	09/10/12	Today Show	CM	658a-9am	M-----	:30	2	\$550.002	0.00	NM	2	\$1,100.00
<b>TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 09/18/12 M----- 2 \$550.00 0.00														
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd IBM	9-10a		--W-F--	:30	2	\$200.002	0.00	NM	2	\$400.00
<b>TODAY II</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --W-F-- 2 \$200.00 0.00														
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th IBM	10am-11am		--WTF--	:30	3	\$200.002	0.00	NM	3	\$600.00
<b>TODAY III</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --WTF-- 3 \$200.00 0.00														
E 10	KSNV	09/10/12	09/10/12	M-F Today Show III 4th IBM	10am-11am		M-----	:30	2	\$200.002	0.00	NM	2	\$400.00
<b>TODAY III</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 09/16/12 M----- 2 \$200.00 0.00														
E 11	KSNV	09/10/12	09/10/12	Noon News	CM	12-1230pm	M-----	:30	2	\$275.002	0.00	NM	2	\$550.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 09/18/12 M----- 2 \$275.00 0.00														
E 12	KSNV	09/05/12	09/07/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM	3	\$825.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --WTF-- 3 \$275.00 0.00														
E 13	KSNV	09/05/12	09/07/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM	3	\$900.00
<b>PHIL</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/03/12 09/09/12 --WTF-- 3 \$300.00 0.00														
E 14	KSNV	09/10/12	09/10/12		CM	3-4p	M-----	:30	2	\$300.002	0.00	NM	2	\$600.00

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Alt,Order #: 06832077  
Flight Dates: 09/05/12 - 09/11/12

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Product Desc: HELLER FOR SENATE  
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/10/12	09/16/12	M-----	2	\$300.00	0.00						
E 15	KSNV	09/10/12	09/10/12	NEWS 3 at 4	(1 HOUR)CM		4-5pm								
					4PM NEWS (1 hour)		(4:00 PM-4:30 PM)								
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/10/12	09/16/12	M-----	2	\$350.00	0.00						
E 16	KSNV	09/05/12	09/07/12	NEWS 3 at 4	(1 HOUR)CM		4-5pm								
					4PM NEWS (1 hour)		(4:00 PM-4:30 PM)								
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/03/12	09/09/12	--WTF--	3	\$350.00	0.00						
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4	(1 HOUR)CM		4-5pm								
					4PM NEWS (1 hour)		(4:30 PM-5:00 PM)								
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/03/12	09/09/12	--TF--	2	\$450.00	0.00						
E 18	KSNV	09/10/12	09/10/12	NEWS 3 at 4	(1 HOUR)CM		4-5pm								
					4PM NEWS (1 hour)		(4:30 PM-5:00 PM)								
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/10/12	09/16/12	M-----	2	\$450.00	0.00						
E 19	KSNV	09/10/12	09/10/12	M-F Early News		CM	5-630p								
					M-F Early News										
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/10/12	09/16/12	M-----	2	\$725.00	0.00						
E 20	KSNV	09/05/12	09/07/12	M-F Early News		CM	5-630p								
					M-F Early News										
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/03/12	09/09/12	--TF--	6	\$725.00	0.00						
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy		CM	630-7pm								
					M-F Jeopardy										
				JEP											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/10/12	09/16/12	M-----	2	\$725.00	0.00						
E 22	KSNV	09/05/12	09/07/12	M-F Jeopardy		CM	630-7pm								
					M-F Jeopardy										
				JEP											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/03/12	09/09/12	--TF--	2	\$725.00	0.00						
	Spot	Ch	Date Range	Description			Start/End Time								
3	KSNV	09/03/12-09/09/12	M-F Jeopardy				630-7pm								
	Credited	[credit]													
E 23	KSNV	09/05/12	09/07/12	M-F Wheel		CM	7-730pm								
					M-F Wheel of Fortune										
				WHEEL											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/03/12	09/09/12	--TF--	2	\$725.00	0.00						
	Spot	Ch	Date Range	Description			Start/End Time								
2	KSNV	09/03/12-09/09/12	M-F Wheel				7-730pm								
	Credited	[credit]													
E 24	KSNV	09/10/12	09/10/12	M-F Wheel		CM	7-730pm								
					M-F Wheel of Fortune										
				WHEEL											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 09/03/12	09/09/12	--TF--	2	\$725.00	0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$750.002	0.00	NM		1	\$750.00
				M-F News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$750.00		0.00			
N36	KSNV	09/05/12	09/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$750.002	0.00	NM		1	\$750.00
				M-F News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$750.00		0.00			
N37	KSNV	09/09/12	09/09/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$900.002	0.00	NM		1	\$900.00
				News 3 in Prime		(8:30 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$900.00		0.00			
N38	KSNV	09/05/12	09/07/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
				The Agenda 1230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$200.00		0.00			
N39	KSNV	09/10/12	09/10/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.002	0.00	NM		2	\$400.00
				The Agenda 1230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$200.00		0.00			
N40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$350.002	0.00	NM		1	\$350.00
				WKND Jeop/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$350.00		0.00			
N41	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd HOM	CM	9-10a	--WTF--	:30	1	\$200.002	0.00	NM		1	\$200.00
				M-F Today Show II											
		<u>TODAY II</u>													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		1				\$200.00		0.00			
N42	KSNV	09/10/12	09/10/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
				M-F Jeopardy/Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$1,000.00		0.00			

Totals 79 \$42,775.00